

B3 @ China

The B3 Biennial of the Moving Image as a guest at the Shanghai Design Week.

(Offenbach / Shanghai, August 28, 2018) The B3 Biennial of the Moving Image continues its engagement in China. From August 31 to September 2, 2018, the B3 will participate in the Shanghai Design Week on an area of approximately 400 square meters with selected artists and promotions. 300 of them are occupied by the Italian-American artist Federico Solmi. He shows excerpts from his internationally acclaimed 9-channel video installation "The Great Farce", which had its world premiere at the B3 in 2017. For his unusual mix of games, pop culture and painting, Solmi has already received the coveted B3-BEN Award at the B3 2015 in Frankfurt.

In addition, the European cultural broadcaster ARTE, the central media partner of the B3, presents various immersive works and 360 degree productions in its own ARTE-VR cinema under the leadership of Kai Meseberg, Head of Mission Innovation.

As a special highlight, there will be a short B3 film trailer on the facade of the CTI Tower at the famous federation in Shanghai several times before and during the Design Week.

With 3,000 exhibitors and 1 million visitors, the Shanghai Design Week is one of the most important fairs around contemporary art and modern design in Asia.

"The melting pot of Shanghai is the best place to get an exciting overview of modern art and contemporary design in China. Here, the roots of Chinese art are in harmony with their visions of the future," says Prof. Bernd Kracke, President of the Offenbach Academy of Art and Artistic Director of the B3. "With our participation we want to have a positive influence on intercultural coexistence on a cultural and business level and prepare the ground for an even closer exchange between the Chinese creative industry and the B3 in Frankfurt."

The initial spark of B3 engagement in China was a cooperation initiated in 2015 by the Hochschule für Gestaltung Offenbach (HfG) with the Central Academy of Fine Arts Beijing (CAFA), "which promotes the presentation of modern Chinese film and media art in Beijing and Germany", continues Prof. Bernd Kracke. At the same time, they wanted to establish the B3 brand in one of the world's most important and innovative markets for media art and technology. Since then, the B3 has cooperated with various art, cultural and business institutions in Beijing, Shanghai and Chongqing.

About B3

The fourth edition of the B3 Biennial of the Moving Image will take place from the 26th of November until the 1st of December 2019 in Frankfurt and the Rhein Main region. Media professionals, moving image artists and technology experts from all over the world will present their projects, works and views on the topic of the moving image. All under the guiding theme of "REALITIES" in the proven program sections Festival, Parcours and Campus / Markt. The goal of the Biennale, which was launched in 2013, is to create a broad interdisciplinary and cross-genre alliance for the moving image. As

well as to provide the international creative and cultural industries with an overarching platform for exchange and business. The organizer of the B3 Biennial of the moving image is the Hochschule für Gestaltung Offenbach (HfG). The B3 is sponsored by the Hessian Ministry of Science and Art (HMWK).

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